



SUPPORTING PEOPLE WITH

EATING DISORDERS

ACROSS THE SOUTH & WEST



# Ways to support SWEDA

**Ideas and tips for fundraising for SWEDA**

**[swedauk.org](http://swedauk.org)**





“It was a huge relief to talk to someone for the first time about my eating disorder, and to feel supported to take the next steps.”

SWEDA client

## Your support will make a huge difference for somebody's recovery journey.

As you, or somebody close to you, may know from personal experience, it can be incredibly difficult to access the right kind of support when you're coping with an eating disorder.

SWEDA is determined to be there for the people who fall through the gaps. As a charity, we're reliant on the support of our community to be able to keep providing our specialist support services to those who have nowhere else to turn.

Maybe you're interested in getting stuck in with something crafty, nominating us as your businesses' Charity of the Year, or fundraising for us at an upcoming gig or event. However you'd like to be involved, your support means we can be there for children, young people and adults affected by eating disorders.

**Together, we can give them hope and tools for recovery.**

# Fundraising ideas



**Make some simple self-care goodies and sell them to friends & family**

**Host a coffee morning**

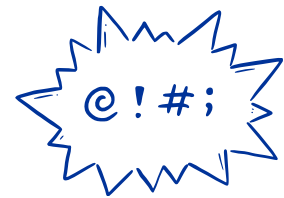


**Share a crafty skill by hosting a workshop and inviting donations to take part**



**Name us as your chosen charity for an upcoming performance or event**

**Spring cleaning time! Sell preloved goods and donate a portion of the sale to SWEDA**



**Swear jar – put aside £1 for every naughty word!**



**Have a 'Big Night In' with your friends, asking them to donate the amount they would usually spend on a night out.**

**Choose SWEDA for your Facebook Birthday Fundraiser**



**Body Positive Film Night – turn your home into a cinema and get friends together for a film that champions body positivity**

Or you could: host a quiz, bingo or karaoke night; knit-athon; video game marathon; fashion swap; board game day; mural painting; comedy night; scavenger hunt; raffles/auctions; job swap day; lip sync battle; create a 'SWEDA crafts' book with your favourite makes.





## Crafting for SWEDA

Although you are welcome to choose any fundraising project that appeals to you, we have a particular affinity with crafting and creativity here at SWEDA. Crafting projects such as crocheting, knitting, origami, beading necklaces or embroidery can help lower stress levels, giving us an outlet for creative expression and allowing the more logical side of our brains to switch off for a moment. They can require patience, problem-solving, focus and require resilience and sometimes the ability to ask for help.

We would love to build a community of crafters, makers and creatives at SWEDA, so if you would like to set up a fundraiser in this area, please get in touch and we'll help however we can.

### Ideas for craft fundraisers include...

**Host a Crafting Event** – Gather a group of friends, family or colleagues together for a fun craft workshop. Charge a small entry fee for donations to SWEDA and provide a list of craft materials they'll need. You could also consider holding a raffle or selling refreshing homemade drinks.

**Crafty Book** – Collect favourite 'makes' from family and friends and sell them as a book or downloadable PDF

**Cross-Stitch Marathon** – Invite people to an event where they learn to cross stitch a personalised message of hope. Collect donations on the door and aim for 100 messages.





# SWEDA's top tips for fundraising

If you'd like to talk through your ideas, or need tips for fundraising, we'd love to hear about your plans! Get in touch by emailing our Fundraising Lead, Gavin, at [gavinosborn@swedauk.org](mailto:gavinosborn@swedauk.org).

## Set up a fundraising page online with [JustGiving](#) or [Enthuse](#)

You can set up a JustGiving page and fundraise for SWEDA here: [www.justgiving.com/sweda](http://www.justgiving.com/sweda)

Or set up your own event on Enthuse and support us here: [swedauk.enthuse.com](http://swedauk.enthuse.com)

Set a fundraising target and add a photo to personalise your page. Don't forget to share your story and let others know WHY you're fundraising. Sharing your own motivations for supporting SWEDA is a brilliant way to let people know why their support makes a difference and why it matters to you. You can also add a link to our fundraising pages ([www.swedauk.org/support-us](http://www.swedauk.org/support-us)) to help explain why SWEDA's work is important and how support will help.

**Top tip!** Fundraisers who donate to their own fundraising page at the start of their campaign raise more than 2x as much support compared to those who don't. It helps to set the tone for other donors by showing your own enthusiasm for the cause.

## Spread the word

Share your fundraising page or event far and wide, and regularly on your social media, through your group chats, family and friends - you could even print a poster with a link to your fundraiser. The general rule of thumb is that people need to be asked about 3 times before they decide to chip in. We can help share your pages and events on our social media channels too, so don't forget to tag SWEDA (@SWEDAUK on Facebook, @sweda\_uk\_org on Instagram and @SWEDAUK on LinkedIn).



# SWEDA's top tips for fundraising

## Make every penny count

Remember to encourage your supporters to use Gift Aid if they are UK taxpayers. SWEDA can reclaim basic rate tax on these donations, meaning that for every £1 given, we receive £1.25, at no extra cost to the donor.

## Get fundraising materials

We have everything you need to get started on your fundraising! Get in touch if you need t-shirts, card-readers, posters, [sponsorship forms](#), shareable social media images and even bunting.

## Collections

There are a few legal requirements you must bear in mind: Anyone collecting must be over 16yrs old. If the collection is to take place on private premises, (e.g. shopping centres, shopping centre car parks, train station forecourts) it is your responsibility to obtain written permission from the site holders or owners. If it is a street or house-to-house collection or in a public place, you will be required to obtain permission from your local authority. Most councils have details of how to apply for a license on their website. Please plan ahead, as this process can take time: get in touch with our fundraising team at [gavinosborn@swedauk.org](mailto:gavinosborn@swedauk.org) for support.

## When all's done and dusted...

If you've used JustGiving or Enthuse for your fundraising, these will pay in the donations automatically, no admin needed!

If you'd like to make a bank transfer to send your fundraising to us, you can email the team at [gavinosborn@swedauk.org](mailto:gavinosborn@swedauk.org) and we can send payment details to you.

You can also send a cheque to our address at The Coach House Harvest Court, Park Rd, Shepton Mallet BA4 5BS.



# The difference we make together

When you fundraise for us, you're helping us tackle a really important issue. Eating disorders are an extremely serious mental health concern and nobody should have to face one alone. By getting support to people early on, we can help them find a safe path to recovery.

"SWEDA have been amazing. Recognising the importance of offering help and therapy in the early stages I really think stopped my daughter from developing a full blown eating disorder. I believe she had the potential to spiral deeper had it not been for SWEDA intervention. Being able to intervene in the early stages as SWEDA did for us will mean that someone who needs help will hopefully not reach crisis point."

Parent of a SWEDA Client

## Examples of how your donations help:

**£20**


can provide a support call for somebody on their recovery journey,

**£50**

helps us cover the cost of a 1-2-1 counselling session for somebody who needs expert support,

**£100**

enables us to run a support group session for 6 people, combatting isolation and reducing stigma about eating disorders.



"When I came to SWEDA, I had nearly lost hope of ever being able to recover from my eating disorder. But SWEDA has supported me in changing my life and giving me tools to make that recovery a reality. Thank you so much."

SWEDA client

## Other ways you could support SWEDA

### Shape Mendip Lottery

Did you know that Shape Mendip run a lottery supporting local charities like SWEDA? This is an easy way to help us keep up our work while playing for a chance to win up to £25,000. Tickets cost £1 each and 50p of each ticket bought from our page goes straight to SWEDA. If all our readers chipped in £1 to play, what a big difference that would make for SWEDA – and, fingers crossed, some may be lucky winners! **Find out more here.**

### Become a regular giver

Donating £10 a month means we can continue to provide people affected by eating disorders with the guidance they need to start their recovery journey. **Become a regular giver here.**

### Leave a gift in your will

People pledge legacy gifts to SWEDA as a way of saying "thank you" when SWEDA has played a part in the recovery of a friend or family member who has suffered from an eating disorder. **You can find out more about remembering SWEDA in your will here.**



## Let's stay in touch:



@sweda\_uk\_org



@SWEDAUK



Sign up for our newsletter via our website

## Contact us:



[www.swedauk.org](http://www.swedauk.org)



[hello@swedauk.org](mailto:hello@swedauk.org)



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## Thank you from



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